THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Prize Pumpkins, Horse Racing, Both Ripe

in the Valley of the Moon

Midwesterners were highly interested Wednesday night when we in the Valley were treated to a nice extravaganza of heat lightning along with some thunder. Seemed like old times—in a mild way. Here such displays in the heavens are most unusual. And it didn't rain a drop.

VALLEY LANDSCAPE SUPPLIES, Hiway 12 in Caliente. Roy J. Johns, Proprietor. Gravel. Loam. Stone. Good advice, too.

RICHFIELD SERVICE, Plaza corner, Boyes. Complete car service, friendly but not forward. Bud Delaney, Proprietor.

The water we get from local faucets doesn't have a good taste, especially when warm. After a few hours in a refrigerator it's passable . Now if they'd just learn how to flavor it a little (just slightly), maybe that's an answer. But could you get all the people to agree on any one flavor?

DENNY'S C O G CLUB, Boyes. Sportsmen gather here every day and evening. They feel at home. So will you.

DANCE Saturday nights and Sunday afternoons at famed LITTLE SWITZERLAND, El Verano. Genuine Swiss atmosphere.

Harry Brown is back in town after about six months' hospitalization. He suffered severe leg injuries when his car struck a bridge abutment on Arnold drive. He had one kneecap removed, but eventually will be able to walk well even though he won't be able to play football.

Professional Care is Best for the Hair! Why not patronize HAZEL'S HOUSE OF CHARM, Boyes. Razor cutting. Hair styling.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

The Stein club held its second summer barbecue at the new pit and grove of Our Resort in El Verano. Big crowd, wonderful time.

SONOMA GROVE, Hiway 12. Italian food at its finest, but every-entre you may wish is here for you. Cocktail bar.

OUR RESORT, El Verano. Draft beer on tap. Stein Club headquarters. Harvey and Melina on duty. Our mixed drinks are good.

Bert Higgins lives on West Spain street, belongs to the Stein club. The other night in what he thought was a dream, he saw a horse walking alongside his bed. So he waked up, took a good look, and there WAS a Shetland pony in his bedroom. Mrs. Higgins had left the door open so her cat could get in the house, and lo and behold this pony decided on a visit. Owners were found, however, and everything ended on the bright side.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

B & L LAUNDROMAT, Fetters. Bring your washing here during the summer months. No labor, fast service, clean clothes!

Now this operation business. You've had one likely, and are just as good as ever. But if the dems want to make an issue of it, what about Stevenson's gall bladder operation (serious always) and Harriman's prostate gland operation (also indication of weakness)? Maybe they should submit themselves to a series of tests to determine their physical fitness.

Heart attack? Your editor had a coronary thrombosis about seven years ago. Serious, too. Just like Ike's. Doctor said to take it easy, which we have. And don't you think we're doing a fairly good job at our chosen profession?

It's SONOMA FURNITURE MART for the best in furniture. We'll trade, too. A big floorful for your selection. Drop in and look.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

Never saw a bang-up boxing match except on television. Did see Willie Richey once in Elyria, Ohio, in an exhibition match, and saw Chuck Wiggins in a short fight in Lansing, Mich., but Wggins was so far over the hill the match should never have been made. (When Chuck was bloody and unbowed, we "snuck" out a back exit; had had enough.) Saw an old-time wrestling match in the days before they had introduced all the current showmanship, and it was woefully dull.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

DONOVAN'S IRISH INN, opp. Bath House. Short orders, wine, beer. Corned beef sandwiches daily, dinners on weekends.

Some weeks we think Moonbeams isn't going to be up to par, and it comes out that many tell us they liked it fine. And other weeks it's just the opposite. Think this week's won't amount to much, but—you tell us, won't you?

SONOMA MISSION INN, Boyes. Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

So the big tops have folded. Remember the little shows which went from town to town by horsepower? Then came a few of the better ones which were able to use real railway cars. Of course Ringling Bros. were around too (Barnum and Bailey were separate then), but those outfits only made the bigger cities. First saw the Ringling show in Madison, Wis. Never too carried away by circuses, we usually got the fever at about five-year intervals. Same has been the case with fairs, except, as in the case with Santa Rosa, there's a little betting on the side.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER
Mail $1.55 to P. O. BOX 398, EL VERANO, CALIF.

BOYES SPRINGS BATHHOUSE. Show place of the Valley. Hot and cold pools. Mineral baths. Cocktails. Skating. Picnicking.

This Elvis Pelvis (or whatever his last name is) will be on the Ed Sullivan show early in September. That's one we'll shut off, 'cause we had a brief glimpse of Elvis on a Steve Allen show recently. Our impression wasn't good. He looks and acts like a moron. If we're going to see a hoochie-koochie it'll have to be done by a person of the opposite gender from Elvis (if he's got a gender). A male wiggler is disgusting—to most persons.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

Sunday, Aug. 12, will be a big day at Little Switzerland,(in El Verano. The Rysers are holding a big celebration of the 665th anniversary of Switzerland's independence, and a fleet of buses will bring San Francisco Swiss here in large numbers. Swiss orchestras will be

on the job, as well as regular Independence day features of all sorts. Maybe you'll want to be over there helping in the observance.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

RUSTIC INN, Glen Ellen. An unusual tavern with real old-time atmosphere. Bring your guests here—for a change!

The local Merchants' association has come up with a "natural." It's the Jack London Days, to be staged in the Springs area September 1 and 2. Takes in the whole Upper Valley, and it is planned to be an annual affair. Ken Phillips of the Woodleaf is general manager. It will be staged at Roseme's (the old Hammond lumber yard) and the Woodleaf rear parking lot.

Many sensational features are slated to be on tap and Moonbeams will keep you advised. All local clubs and organizations will join in with the merchants in getting the Jack London Days off to a good start start its first time out.

EL DORADO HOTEL, Sonoma. Italian food at its best. Club dinners and banquets. Varied menu—all good. Cocktails.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

Your editor likes a good clever risque story as well as the next fellow. But not just a plain filthy one. The condition was brought sharply to mind quite a few years ago when we joined a fraternal society in a small Michigan town. Took the three degrees all right, then attended our first regular meeting.

The lodge went through the regular order of business in just about eight minutes. Then the presiding official came to Good of the Order and asked for ideas. One after another, all the officers (including the chaplain) got up and told a dirthy story.

It didn't seem to us the proper setting for such stories, and we never attended another meeting of that lodge.

SMARTEST SUPPER CLUB north of S.F. Buffet suppers. Floor show. Dancing. Cocktails. THE TOWN HOUSE, Glen Ellen.

RUBBER STAMPS Made to Order. CARL O. DRESEL, 442 Bettencourt St., Sonoma. Call WEbster 8-4160.

The blacksmith placed a horse shoe on the anvil and said to his assistant, "When I nod my head, you hit it."

Funeral, tomorrow at 3 p. m.

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POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

Not being an engineer, what we have to say on the following subject may be quite vulnerable to those who like to pick things to pieces.

Our plan for licking the matter of inadequate water supply and also flood control would be to erect a series of dams on Sonoma river, say at one-mile intervals, with a larger one capable of impounding a large quantity of water to be built up in the foothills up Adobe road just north of Kenwood.

And these dams wouldn't be the kind that are washed away each spring. They'd be solid and permanent. (Boulder dam doesn't vanish each spring.)

The upper dam would impound lots of water and wouldn't make useless any great amount of agricultural land. With a succession of dams down the river, floods could be regulated, water used for irrigation, and certainly would result in raising the water table throughout the entire Valley.

Coyote dam water won't get down this way for years and years, if ever, and if and when it does it will cost more than we can afford to pay.

The whole project would take some engineering study, it's true, and there are those who might try to throw cold water on the project.

New federal legislation makes it possible for small water projects such as this to be built with government assistance.

What are we waiting for?

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

GEORGE'S MEATS, at Boyes Springs Food Center. Highest grade meats, cut to your order. Hot weather cold slices. Hot dogs, too.

The big (and it's big) Sonoma county fair at Santa Rosa opens its gates today, with a 10-day run ahead. The horses will be running, and there's a raft of attractions such as a spectacular flower show, the commercial exhibits, and the fat cattle, horses, sheep, swine and poultry. Pari-mutuel betting is legal. The grounds are in the finest condition in years. If you take in this fair, you will have seen about the best fair in the entire state.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

FIRESIDE LODGE, Hiway 12 west of Sonoma. Barbecued chicken, chops, steaks, spareribs. Superb food. Cocktails.

Valley of the Moon Lions club will hereafter meet at the Town House Supper club in Glen Ellen. The club will use the lower-level room, which is complete with bar, fireplace, privacy and location almost level with the beautiful running branch of Sonoma river.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 9-3971.

MENDEL'S CAFE, Boyes Plaza. Noted for well cooked food, with quality mixed drinks. Excellent service. Pizzas as you like 'em.

YOU REMEMBER THE 5c CIGAR?

Cigars account for more cash sales annually than the combined sales of toothbrushes, razor blades, sun glasses, films, watches and clocks, according to Marcus Glaser, head of the Glaser Bros. company.

Glaser's firm has 30 branches for distributing tobacco, one of the largest in America.

Glaser says that $27 million worth of sun glasses were sold annually. During the same period, $43 million worth of 5 cent cigars were sold.

Toothbrushes accounted for another $43 million, he said, while 15-cent cigars accounted for $45 million.

Some $93 million was spent on film, compared with $80 million worth of 6-cent cigars sold the same year.

Razor blades took in $98 million, compared with $89 million for three-for-50-cent cigars and up.

Total cigar volume amounted to about $494 million a year ago, Glaser said, while the six items listed added up to $489 million.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

BOYES SPRINGS FOOD CENTER. You'll find your every food need here. Serve yourself, and pay less. Take-out license.

A sad looking character was shown into the office of a prominent psychiatrist. "I've lost all desire to go on, doctor. Life has become too hectic, too confused."

"Yes," said the doctor, clucking sympathetically. "I understand. We all have our problems. You'll need a year or two of treatments at $50 a week."

There was a pause. "Well, that solves your problem, Doc. Now what about mine?"

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

Nothing will develop a woman's intuition like marriage. VALLEY WATCH REPAIR, Boyes Hot Springs. A good place to trade.

RANKING OF SERVICE CLUB ORGANIZATIONS

A recent survey of service clubs reveals the following information, tabulated as of June 1:

	Clubs	Members
Lions International	12,237	540,311
Rotary International	8,962	425,000
Kiwanis International	4,145	243,118
Junior Chamber International	3,697	325,000
Optimist International	1,144	50,507
Ruritan National	611	21,738
Civitan International	537	20,836
20-30 International	320	6,595
Sertoma International	219	12,329
Gyro International	115	5,200
Cosmopolitan International	71	3,838
Round Table International	44	1,725

BANCROFT NURSERY, Sonoma. For shrubs, roses, fruit trees, grapes, berries. Also fertilizers, insect repellents.

SONOMA GOLF & COUNTRY CLUB. Clown room for after the game refreshments. Dine in our luxury room, overlooking pool.

RUSTIC INN, Glen Ellen. Last remaining bar of 11 which flourished when Jack London was around here. Stop in—anytime.

HOW TO BE A FAILURE

For men tired of being lectured on how to be a successful executive, Modern Industry prints a checkup chart on "How to Be a Failure."

1. If a subordinate makes a mistake, let him have both barrels, preferably in front of others.

2. Never accept responsibility for a decision if you can possibly avoid it.

3. Develop your ability to pass the buck—take private lessons at night, if need be.

4. Keep your nose to the grindstone; don't expose yourself to new ideas.

5. If a superior gives advice, point out you really don't mind it because you know everything.

6. Never consult with others in arriving at decisions.

7. Never teach a younger man how to do your job or fill your shoes after you've moved up.

8. Never check up on your health, or if you do, pay no attention to the doctor's advice.

9. If a couple of cocktails before dinner fail to relax you, try six or eight.

10. Be sparing of praise for a job well done.

11. Line up a couple of outside positions to jump to in case you tire of your present post.

12. Don't bother to find out specifications for your job; never measure your performance.

13. Keep subordinates in the dark on what's expected of them.

14. Develop techniques for looking overworked.

15. Be arrogant, haughty in your manner.

16. Overwork; never relax. Gets you stale on the job and slows you down.

BARBER SHOP OPEN at Boyes Bath House. New management. Bob Narcisi, proprietor. Super service. Open 7 days a week.

WHOPPIN' CROWDS come here to get Whoppin' Big Values in Fine Food. ..We won't be undersold. WOODLEAF MARKET.

The NEW TOWN HOUSE SUPPER CLUB, Glen Ellen. Exquisite surroundings, finest food. Topflight entertainers. Dancing. Drinks.

ALL ABOUT GERANIUMS (THEY JUST GROW AND GROW)

Out-of-state visitors frequently are amazed at the way geraniums are treated by gardeners in California. Where the man from the east or midwest may be treating his plants with tender thumbs, here gardeners chop geraniums down like weeds and are disturbed because they keep growing on the humus heap.

Geraniums are great producers and hardy growers. Besides coming in plain and fancy varieties, there are also different scented geraniums, such as lemon, peppermint and rose.

In the plain varieties, there is the common geranium, Pelargonium horturum, which blooms in dwarf and miniature forms as well as the regular three-foot size. The flowers are red, white, pink and salmon.

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

IN THE SWIM—Men's and women's bathing suits, water rings, masks. Summer merchandise in all lines. BOYES VARIETY.

MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.

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